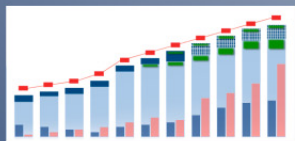




Measuring The Continuum™ of R&D



Tying Advanced Development, Product Innovation, & IP Results



Managing Business Today & Providing For The Future

CEO Metrics
C-Level Metrics
Functional Metrics
Project Metrics
Improvement Metrics

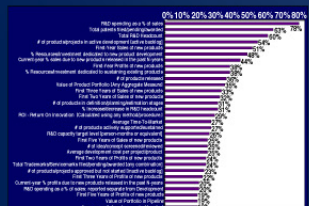
Selecting The Must Have KPIs That Align To Corporate Strategy

	CEO	VP R&D/PO	Roll Up To VP R&D/PO
E			
X			
E			
R			
C			
I			
S			
E			

Leveraging The Results



Plus: Top 100 Corporate Metrics – Pareto Order!



21st

R&D - Product Development Metrics Summit

February 28 to March 2, 2017

**Four Points Sheraton
Inn & Conference Center
Norwood, MA
(781) 769-7900**

**Award Winning
Newly Remodeled**



Come join us in New England in early spring for an immersive experience in metrics, measurement-thinking, benchmarking, and industry research findings focused on improving output and productivity from company investments in innovation and invention: applied research, advanced development, new product development, and product enhancement. And, all business results!

The Summit is geared to the C-Level, and to those engaging with or aspiring to the C-Level:

- ◆ **Members of the executive team** – Presidents, VPs, CXOs, Directors, General Managers, Controllers, ... *all persons with P/L responsibility,*
- ◆ **Managers and leaders in research, development, and commercialization** – Functional and Technical Department Heads, Technical Leads & Chief Engineers, Product and Program Managers, Product Team Leads, Market and Product Planners, ... *all product development and commercialization leaders.*

Key Benefits:

- ✓ 95% of all innovation metrics in one place, with benchmarking information.
- ✓ Proven analytical framework to select the metrics that do support strategy.
- ✓ Attain expert in aggregate R&D performance and productivity measurement.
- ✓ Solidify confidence to communicate and discuss innovation measurement.

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21st Product Development Metrics Summit

A thought leading consultancy in R&D and product development and metrics since the early 1990s, GGI launched our Summits in 2005. Industry knowledge on measuring productivity and output from innovative activities had exceeded the ability to do it justice in two days. Professionals from 500 companies have now participated in our three-day Summit. Many more folks have said that it should be four or five days than have said that it could be shortened.

Innovation metrics are possibly the most dynamic across all major business departments and functions during this several decade period. Just since 2000, the body of knowledge on innovation metrics now has legitimate metrics for advanced development, functional and technical competencies, degrees of innovativeness, open innovation, intellectual property, and now how to build-in the Industrial Internet and IoT into your products.

There are near 1000 pure metrics for the various things that VPs and CTOs have to manage across their innovation organizations. Since you get what you measure, the selection of the 20-40 metrics that should be the focus of executive attention is a highly important corporate topic. The relatively small investment in R&D is expected to produce 30+ percent of revenues year-over-year in most companies. Which handful of metrics should the CEO focus on, noting the CEO oversees a dozen functions and also has Corporate metrics?

When the Summit concludes, you will have confident answers to these key corporate management questions! Come and solidify your measurement mindset and the ability to communicate it at the CXO level!

"Very well presented. You've generated great interest in metrics for my department and company. They will be pursued." - Danny Bunn
Manager, Performance Engineering, Brenco, Inc.

"Allowed me to move thinking from tactical to strategic. Forward-thinking perspective!" - Robert Pittman
Senior Product Manager, Oracle

Measuring Product Development II [MPD II] - DAY 1

MPD II Focus:

- ✓ Metrics Macrotrends
- ✓ New & Hottest Metrics
- ✓ Advanced Development
- ✓ Innovation Productivity
- ✓ Pipeline & Capacity
- ✓ Hurdle Rates
- ✓ Trade-off Analysis
- ✓ Break-Even Time & Profit
- ✓ Risk & Complexity
- ✓ Top 100 Corporate Metrics

"One of the most knowledgeable on engineering metrics/measuring systems that I have come across. A visionary in this important field."
- Joe Kushuba
Manager, Business Planning
GM Powertrain Group

"Useful insight into best practices in R&D Process."
- Paulene Duong
Analyst, Allergan

Our three day Summit begins with our one-day top-level thinking seminar, now entitled MPD II. This seminar addresses all the Top Corporate Metrics for R&D, and all the Hard To Measure subjects that impact productivity or consume a large portion of the R&D budget.

MPD originally launched in 1997. 5000 top managers, engineers, and scientists participated during a 5-year tour across the USA and Europe. At the same time, MPD was a graduate-level requirement for a Masters in Engineering Management from The Gordon Institute at Tufts University.

MPD II launched in 2005. The subject of innovation was bursting, and so were the metrics: open innovation, IP, competencies, and more. Then the crash, no top line. Productivity and efficiency metrics took off. Some rose very quickly in corporate adoption rates, the fastest in recorded management science for innovation: Return On Innovation. It is the up and coming metrics that most interest leaders. We will discuss them too. GGI performs primary research in this area, and regularly scans several dozen publications.

"Actionable!" - Arginnys Soto
Senior Research Scientist, Church & Dwight



21st Product Development Metrics Summit

Proactive & Predictive R&D Metrics [PPRD] - DAY 2 AM

PPRD Focus:

- ✓ Advanced Planning Metrics Frameworks
- ✓ C-Level vs. Project Metrics
- ✓ Strategic & Cultural Metrics
- ✓ Proactive Metrics
- ✓ Predictive Metrics
- ✓ Pre-Prototype Metrics
- ✓ Putting Reactive Metrics To Proactive Use

"Great presentation of implementable tools for a segment of business that has traditionally been nebulous to quantify."

- Roger Cote
Director of Engineering
Watts Fluid Air

"Excellent mind-expanding presentation."

- Anne Leventry
EVP R&D, Ball Horticultural

The second morning of the Summit we turn our attention to metrics that drive and monitor the bulk of R&D Spending in most companies, investments in advanced and product development projects.

Product success rates remain very low, 85%-90% of attempted breakthroughs fail and the cross-industry failure rate is 40-50%. Products, known early in development to have a low or changed likelihood of success, continue to go the distance and get launched.

We discuss metrics that help foster smart decision-making for a given company's innovation strategy and culture. We demonstrate "proactive" metrics that help reduce the risk of investments before they are approved. We discuss "predictive" metrics that are applied early-on after approval that extrapolate results-to-date and compare them to promised results. These metrics help to reset expectations early or stop projects. We conclude by examining how after-the-fact metrics can be used to improve future projects.

"Excellent understanding of real world challenges for product development."

- Todd Tjoelker
Engineer, Benteler Automotive

Product Development Metrics Portfolio II [PDMP II] - DAY 2 PM & DAY 3

PDMP II Focus:

- ✓ Micro Seminars On Metrics:
 - Advanced Development
 - Intellectual Property
 - Technical Disciplines
 - Functional Disciplines
 - X-Functional Disciplines
 - Software
 - RD Supplier Management
 - *Industrial IoT & IoT [NEW]*
- ✓ Metrics Frameworks
- ✓ Linked Metrics Portfolio®
- ✓ Portfolio Creation Workshop
- ✓ Implementing Metrics

"Great, comprehensive baseline in metrics."

- Tom Newell
Senior Director, Program Management
Advanced Micro Devices [AMD]

In the afternoon, we begin the workshop utilizing the principles and metrics developed during the first day and one-half. Initial sets of metrics are developed for the CEO, VP R&D, and Program Office to align with one of four basic innovation strategies participants typically choose.

With initial sets of metrics now in place, we embark on a series of micro-seminars on specific subjects that should be represented in the R&D measurement framework of most companies.

The workshop is highly thought-provoking and conversational. Participants, highly seasoned as they typically are, learn that they have never been asked to choose metrics that actually align with and reinforce their company's actual R&D strategy. Eye opening.

Each group then presents their metrics portfolio and explains its alignment to their R&D strategy. We discuss metrics implementation to wrap things up.

"Extremely enlightening, very practical, and ahead of the curve. That's where we strive to be!"

- Leyla Capitelli
Associate Director, Johnson & Johnson



21st Product Development Metrics Summit

Registration Options & Schedules

<u>Dates</u>	<u>Venue</u>	<u>One or Two People Each</u>	<u>Teams of 3 or More Each</u>
Feb 28 to Mar 2, 2017	Entire Summit & Workshop	\$2595	\$2195
Feb 28 to Mar 1, 2017	First 2 Seminars Only	\$2195	NO TEAM RATES

- A block of rooms at favorable rates, that include a full made-to-order breakfast, have been set aside at the conference hotel until Friday January 27, 2017, after which they will be released to the general public.

- If scheduling conflicts force a need to cancel, refunds will be available until Friday January 27, 2017, after which the full charges will be incurred. There is a 10% service charge on the registered Summit price for all refund transactions.

- The Summit starts at 9:00 AM and runs to 5:00 PM on the first day. Day two starts at 8:30 AM and runs to 5:00 PM. The final day starts at 8:30 AM and runs to 4:00 PM to allow time to travel back to home locations. Each day includes all meeting supplies, complete AM and PM breaks, and an extensive luncheon service. The facility is 100% Wi-Fi.

Seminar Faculty

Bradford L. Goldense, NPDP, CMfgE, CPIM, CCP, is Founder and CEO of Goldense Group, Inc. [GGI], a thirty-one year old Needham Massachusetts consulting, research, and education firm concentrating in advanced business and technology management practices for companies that create and commercialize products.

Mr. Goldense has consulted to over 250 of the Fortune 1000 and has worked on productivity improvement and automation projects in over 750 manufacturing locations in North and South America, Europe, and the Middle East. Abbott Laboratories, Bayer, S.C. Johnson, Ford, General Motors, John Deere, Phillips, Carrier, Molex, United Technologies, Bose, and Shure are representative among GGI's clients.

Mr. Goldense is an internationally recognized expert on product development, R&D metrics, and innovation. Brad has been an invited guest on Alexander Haig's World Business Review, has appeared on PBS The Business & Technology Network and CNBC, and has authored or been quoted in 250 articles in industry trade press. He holds 400 copyrights.

Brad is a Contributing Technical Expert to Penton Publishing; and writes the inside back page article on Engineering Management & Performance for *Machine Design* each month [<http://machinedesign.com/author/bradford-goldense>]. He is a content advisor to Advantage Business Media and R&D Magazine on their annual R&D 100 Awards and Technology Conference. He is on the Editorial Board of *Innovation & Impact*, a European Journal for Early-Stage.

Brad is founder and a now retired board member of of the Society of Concurrent Product Development [SCPD]. He served on the Board of the American Society of Engineering Management [ASEM]. He taught in the Masters of Engineering Management Program at The Gordon Institute of Tufts University for twenty years. PS: Enjoys fishing.

Check Payment

The easiest way to register is to pay by credit card through GGI's The Wisdom iStore at www.goldensgroupinc.com.

If you wish to pay by check please make your check payable to "Goldense Group, Inc." and mail it to Goldense Group, Inc., 1346 South Street, Needham, MA 02492. Please provide basic contact information for the registrant or registrants and we will contact you/them to confirm.

Your conference hotel is the **Four Points Sheraton - Norwood Hotel & Conference Center**, conveniently located on the southbound side of US Route 1 in Norwood, MA (for reservations call **781-769-7900**). It is located 22 miles southwest of Boston and easily accessible by rental car or reserved coach. Call Christopher Limo at 781-760-3588 (mention GGI seminar) to reserve a coach for pickup at Logan Airport. The hotel has 230 rooms; mostly standard queen, along with a number of suites or king corners. Rooms are \$140 daily (including an excellent full breakfast buffet). King corner rooms are \$160 and suites \$180 per day. Suites include a small meeting area. Call early to reserve a special room. Mention the "GGI Summit" to assure your room discount. Hotel rooms are blocked for GGI until Friday January 27, 2017.

The hotel has an excellent restaurant, One Bistro. "The Bistro" is also popular locally as a place to dine and have drinks. Complimentary van service is available for all restaurant establishment within a five mile radius. There are many excellent choices within walking or courtesy van distance. Dining in downtown Boston is also possible for those who rented cars